



Detroit Athletic Club, MI

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A Special Welcome To Our New Clients

[Youche Country Club, Crown Point, IN](#)

Youche Country Club was remodeled into one of the finest, 6,500 yard courses in Northwest Indiana.

[Kinston Country Club, Kinston, NC](#)

The 18-hole " Kinston " course at the Kinston Country Club features 6,373 yards of golf from the longest tees for a par of 71.

[Kaneohe Yacht Club, Kaneohe, HI](#)

Kaneohe Yacht club offers something for every member. There is Mooring, Entertainment, Sailing, Fishing, and Tennis.

Where To Meet Us



[HFTP Annual Convention and Tradeshow](#)

September 24-27
Nashville, TN



Welcome to this month's edition of **Connections**!

Just a reminder for those of you who haven't registered yet, Northstar will be holding our 3rd Annual User Conference in conjunction with the HFTP annual convention in Nashville this year. Registration is already up 50% over last year so be sure to consider attending and meeting your peers by registering [here](#). Your attendance and participation will make this year's conference a great success.

We hope you enjoy this issue of **Connections** and, as always, we encourage your suggestions, input and feedback.

Regards,

Martin Izzi
CEO



This exciting and informative conference will showcase our next leap forward in Club Management Software – V3.3. This year's event will feature a wide variety of presentations designed to educate users on how to get the most from their system.

Combining high-performance design excellence and customer-driven innovations, V3.3 will provide a host of new offerings to enable club operations to thrive in a world of expanding information and constant change. You're invited to see the unveiling of these new features and discover the potential they have for assisting you and your staff in day to day operations.

Conference tracks:

- New Feature Reviews
- V3.3 Tips and Tricks
- Reporting Techniques
- Developer Roundtable
- Customer Case Studies

Click [here](#) to register. We look forward to seeing you there!

The Northstar Team

Technology

By Martin Izzi

Northstar StreamAlert - The Next Generation in Real Time Business Intelligence

(This article was published in the premier edition of Boardroom Magazine - International Edition and will appear in the Sep-Oct 2008 issue of Boardroom Magazine)

Clubs are challenged with driving cost down and performance up.

Yet most club departments remain very poorly served when it comes to the information required to tune their club business processes. This departmental or operational information is different in nature from traditional management information due to its low level of granularity and tactical nature. It is often needed during the course of a business day, not several days afterwards, to make a difference.

Northstar Technologies presents a new approach to receiving and utilizing operational information; Operational Business Intelligence. Operational BI is generating significant traction and returns in large industries by enabling increased operational efficiency and cost savings.

Clubs, as do leading companies, are recognizing that operations departments require more information about the business as it happens. Because of the inherent latency that a traditional data warehousing and data mining approach brings, many organizations are exploring different ways to get operational information into the hands of the relevant staff in time to make a difference.

When real time and data mining is not enough

Operational BI is a new approach to understanding and monitoring the performance of your club business in real time. Operational BI is fundamentally different from traditional reporting approaches since it does not rely on queries against a data warehouse or application database. Instead, Operational BI systems are fed business events, one at a time, by integrated software such as the Northstar Club Management System. These events are then interpreted in real-time to detect the significant conditions that operations staff needs to be alerted to.

Whereas traditional reporting relies on the user to wade through pages of outdated information, Operational BI automatically interprets the data within seconds of the event, and automatically notifies the user when there is a significant issue or opportunity they should be aware of. Since this happens in real time, it enables operations staff to become proactive, anticipating and fixing issues before they become problems, and capitalize on opportunities before they're missed.

At the heart of Operational BI is the ability to tap into events flowing between different software applications or modules to get a view of the club business in real time without impacting the applications themselves. Detecting significant events instantly enables the system itself, or operations staff, to take corrective action before it becomes too late. For example, a retail store manager might want to understand overall sales volume by category or brand, but be notified automatically when one particular SKU differs from normal sales volume patterns. Operational BI provides more efficient monitoring of specific business processes.

Introducing Northstar's StreamAlert system

The Northstar StreamAlert system is the next generation of Business Intelligence software for the club and hospitality sector. By leveraging industry standards, StreamAlert is able to analyze multiple streams of events from across and beyond the enterprise in real-time.

StreamAlert constantly monitors and updates the view of the business presented to the user without requiring a data warehouse or running queries.

This gives operations staff visibility of key business indicators and events as they happen, confidence in the data, and provides proactive notification of critical operational conditions. StreamAlert also enables processes to be tuned, customers to be advised, risks averted and opportunities taken which otherwise would have been missed.

Whenever and wherever you need to know, the data is always up to date and actionable with StreamAlert.

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Your Opinion Matters!

For those of you who have not already done so, please take a moment to complete our [customer satisfaction survey](#). Your opinions and observations mean everything to us and will help us better understand your needs and steer our company in the direction to best deliver on them.

Thank you!

About Northstar Technologies

Northstar Technologies is the leading provider of on-premise Club Management Software-as-a-Service (SaaS) for private clubs and resorts. Headquartered in Atlanta, Georgia, Northstar delivers next-generation, totally integrated software applications that enable clients to get a 360-degree view of their entire business operation in real-time. Northstar offers complete management solutions for club accounting and membership, food and beverage, inventory and retail, banquet and catering, activity reservations and property management systems. Northstar also offers the most advanced data communication engine enabling integrated emailing, alerts, marketing, online web reservation and e-commerce services to better serve club members.

